

REPORT ON RADIO STATION

COLL. #

ADDRESS

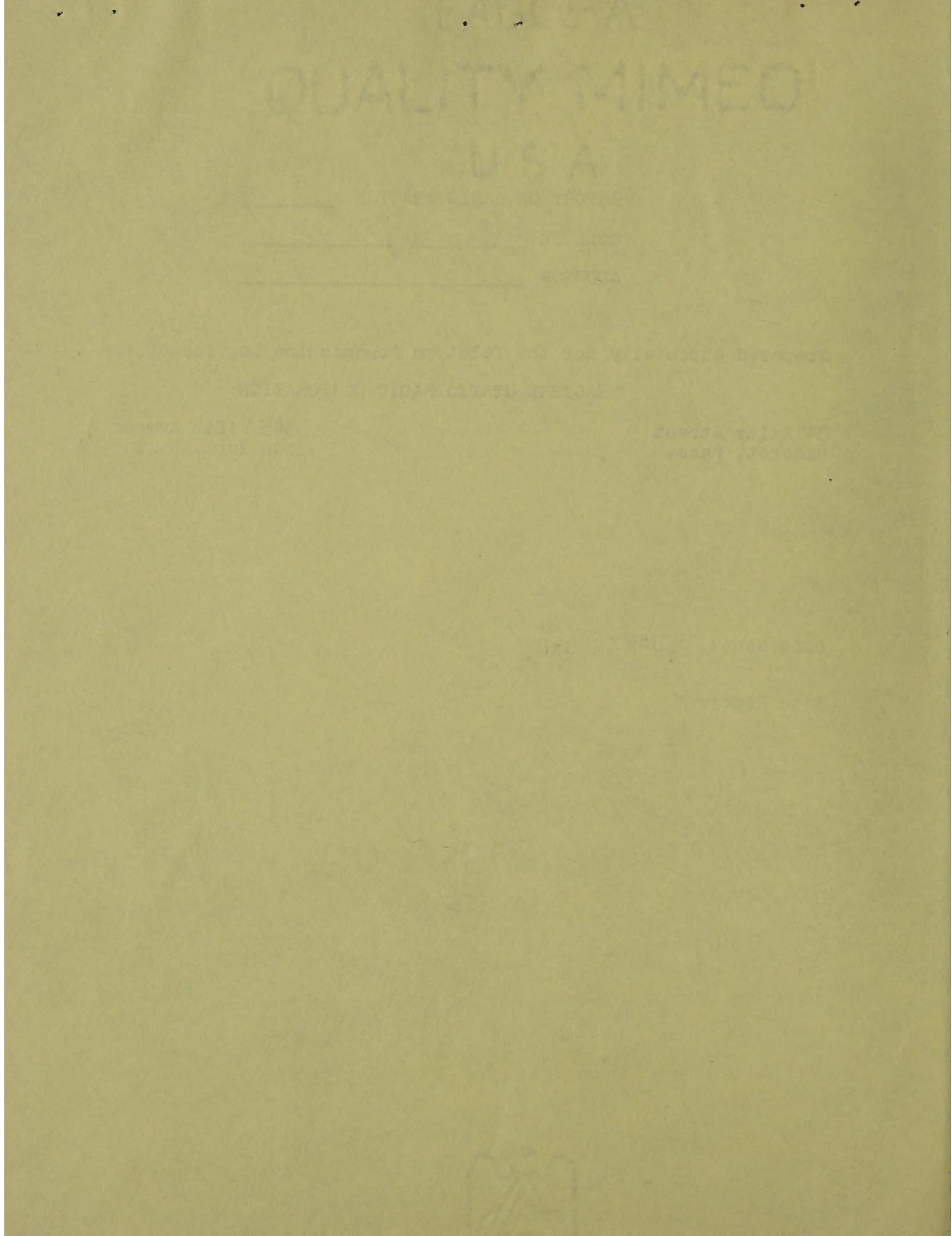
Prepared especially for the Teletype NewsMachine Service of the
EASTERN STATES RADIO CORPORATION

34 Amity Street
Amherst, Mass.

545 Fifth Avenue
New York, N. Y.

Date Sent: JAN 14 1951

Date Received:



Address: _____
(city & state)

Watts: _____ Frequency: _____

Enrollments: Men: _____ () Co-ed. If yes, check

Women: _____

Coverage of campus: _____ Mailing circulation: _____

Men: _____ % Women: _____ %

Administration and faculty: _____ %

Number of town residents able to hear the

station: _____

Mailing addressees of Radio Station:

Phone: _____ men

Staff: Number of students and faculty working on station: _____ women

LIST BELOW THE POSITION (not proper name) ON YOUR
STAFF WHO IS CONTACTED FOR THE FOLLOWING: (A.S.,
Bus. Mgr., Program Manager, Station Manager, etc.)

- | | |
|-------|------------------------------------|
| _____ | Station Affairs - head of station |
| _____ | Promotion of programs to listeners |
| _____ | Public relations |
| _____ | Advertising sales |
| _____ | Commercial Copy, preparation |
| _____ | Scheduling programs |
| _____ | Actual production; technique |
| _____ | Technical advice |
| _____ | Faculty & Administration advisor |

Do you have any news broadcasts?

If you have a news machine, indicate what kind: (AF, UP, INS)

If no machine, please indicate how you get the news and the number of
minutes of news per day:

Do you have recording facilities? Describe!

Network affiliations, if any: _____ IRS?

Do you have any NATIONAL ADVERTISING at this time? List

Do you have a National Advertising Representative? Who?

Do you desire an National Advertising?

Name of campus newspaper:

Do you have a column or do you get articles about improvements in facilities in the newspaper: () Yes () No

Campus Circulation _____ Mailing Circulation _____

How often is it published? _____

WHAT NATIONAL TIME ZONE ARE YOU IN?

List number of 60 sec., 30 sec., 20 sec. spot announcements you have:
Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

60 sec.:

30 sec.:

20 sec.:

List any advertising which is unacceptable for broadcasting. It is assumed that there will be no liquor, beer, or wine advertising.

Have you any plans for increasing coverage of your station. Explain as well as possible:

Facilities of station: (owned by the station or available for its use)

Newsprinter: 33 45 78

Record Library: Popular

Classical:

Mimeograph or duplicating facilities:

Filing facilities: (i.e., do you keep day to day script files, etc.)

Number of studios: Piano: Newsroom:

Music Room (library): Program or production room:

Business Office: Western Union Timing:

Is the radio station a recognized organization on campus:

How is your revenue obtained: (e.g., advertising, Student Gov't tax, membership dues, etc.)

Give below the mailing address to which correspondence from the EASTERN STATES RADIO CORPORATION can be addressed:

PROGRAM DEPARTMENT:

Directions: Fill in the program schedule as

Key: L = live

dJ = disc jockey

C = classical music

S = sports

well as possible. Fill in the
length of the breaks between
programs, i.e., 20 sec., 60 sec.,
etc. Abbreviate where necessary!

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
9 A.M.	← 00:00 (M.W.T)								
	← 00:00								
	00:01-01:11								
	01:11-02:21								
	02:21-03:31								
	03:31-04:41								
	04:41-05:51								
	05:51-06:51								
	06:51-07:51								
	07:51-08:51								
	08:51-09:51								
	09:51-10:51								
	10:51-11:51								
	11:51-12:51								
	12:51-01:51								
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	08:51-09:51								
	09:51-10:51								

(2)

Time	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 - 6:30				
6:30 - 7:00				
7:00 - 7:15				
7:15 - 7:30				
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00				
9:00 - 9:15				
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15				
10:15 - 10:30				
10:30 - 10:45				
10:45 - 11:00				
11:00 - 11:30				
11:30 - 12:00				
12:00 →				
AM				
6:00 →				

Product Name	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.
All Music						
TV Shows						
Local News						
Other						
Product						
Product						
Product						
Product						

All commercial commitments will be in accord with the regulations set up by the National Association of Broadcasters. No liquor, beer, or wine advertising will be accepted!

Please list any products that are considered by your station as unacceptable for advertising. List with code numbers.

(3) Approximate frequency response of signal:

(4) Are you operating as a carrier current station or
as a standard broadcast station?

() Carrier Current () Standard Broadcast

(5) Do you have Western Union Timing? () Yes () No

* * * * *

Equipment:

MOTOR DRIVES : Quantity:

Type:
Manufacturer's Design

TURBINES : Quantity:

Speeds:
Diameter:
Manufacturer's Design:

ZERO-UP ARMS : Quantity:

Length of Arm:
Manufacturer's Design:

PHOTO FACILITIES : (list)

LIST ANY OTHER FACILITIES THAT ARE IMPORTANT OR A PART OF YOUR
RADIO STATION TECHNICAL EQUIPMENT

Please draw a rough sketch of your physical layout, labelling studio, control room, music room, news room, etc. If your whole set-up is in one room, please indicate a rough floor plan of the room.

144 If no one is
present, press
out the whole
month, etc.

Please draw a heavy line through all the days
numbered below that your station will NOT be
on the air. From this we will be able to figure
a schedule of days you will be able to broadcast,
and some substitute days which you will be able
to "make-good" any broadcasts that you might miss.

|||||

February, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

March, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

July, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

August, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

September, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

October, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

November, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

December, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

February, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

March, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

